WHAT 1917 GRADUATES THINK OF ST. XAVIER'S DEPARTMENT OF COMMERCE.

Our College days are over, but never to be forgotten, and deep in our memories are the good friendships which were fostered in the walls of "Good Old St. Xavier," friendships which will stay with us for the rest of our lives.

In the beginning of our college term we saw before us three years of hard labor, which grew lighter and sweeter each night that we attended. The exemplary characters of the members of the Faculty, who always stood before us as guiding stars toward the goal of a successful business career, filled us with new vigor and enthusiasm. Their sound ethical principles were dovetailed into our business training that they stand as a monument in our lives and shine out the words, "Glory be to good old St. Xavier."

"Time is money." I never appreciated the meaning of this time-honored proverb until I took up the courses of the Department of Commerce at St. Xavier College, and noticed how my earning power constantly increased. I consider the evenings spent there at times the most profitable time of my career, for I obtained from the competent Faculty, a very good knowledge of business.

I valued particularly the spirit that prevailed in the class rooms, a spirit that I now consider to be an educational feature in itself, which aids materially in changing the hours spent in the school, from that of sacrifice to pleasure. I shall always consider it an honor to be recognized as a student of "Old St. Xavier."

The training received in the courses of Economics, Journalism and Commercial Law has been of great value to me and I have profited immensely. It has gained for me a greater respect and confidence of my employer and a decided advantage over fellow workmen.

The good that has come to me through "Old St. Xavier" is of immeasurable value. I have reaped great benefits, particularly intellectually.

A word of praise should be given to the young men who have attended the College the past three years. I feel that their friendships alone amply repaid me for the sacrifices I was called upon to make. To the faculty and professors I extend my sincerest appreciation of the personal interest they took in my progress.

Help your friend to succeed. Give him this copy of the X. N.
"Old St. Xavier" offered us a splendid opportunity. We who seized it to climb the ladder of success, found the rungs much firmer set.

To gaze back over the three years of St. Xavier College, and to savor the accomplishments attained through hard effort and self-sacrifice is a source of great delight and pleasure.

My parting words: "St. Xavier for me!"

FRANCIS J. ROSE.

The educational advantages offered by St. Xavier College are so well known that they need not be dwelt upon. One advantage which I should emphasize is the broadening influence which a course at Old St. Xavier exercises over the mind of the student by virtue of his close association with the professors and the student body. The friendships formed during such a course will be cherished long after its completion.

WILLIAM E. TASKE.

The Department of Commerce and Journalism of St. Xavier College is a biggest "bonanza" offered to the young men of Cincinnati who desire to take a night course of study. The advantages of this course are manifold to the young man "brushing elbows" with "big things" in the business world, and make its happenings more comprehensible. The social features enjoyed by the student body and the friendships formed make student life worth while.

HARRY F. KNOBEL.

During my three years at St. Xavier College I have received a splendid commercial education and the best moral training, and besides gained the friendship of the finest young men in Cincinnati. The Professors of the school are all of high calibre. The education they imparted has not only enabled me to advance myself intellectually, but has been the means of securing for me a considerable increase in salary. It shall always be a distinct pleasure for me to recommend St. Xavier to young men of ambition and energy who desire to improve their situation.

WILLIAM E. TASKE.

The training I received in the Department of Commerce of St. Xavier College has been a wonderful help to me in developing my mental efficiency. This is especially true of the study of accounting which I consider the foremost branch of the course I have just followed.

If I had received no mental training during the three years spent at the College, I would consider the time and money well spent, on account of the privilege of enjoying the friendly and home-like spirit which existed between the members of the Faculty and the Student Body. This course has been of material advantage to me, in as much as it was instrumental in aiding me to secure a higher position, and as a consequence, increasing my salary almost two-fold.

Personally I would recommend this course to any young man who wishes to broaden his commercial views, even though he does not expect to follow the profession of accountancy. It is hard for me to realize that I have spent three years at "Old St. Xavier," and that it seems to be no more than three months since I entered the class rooms on the first evening that I began the course.

WILLIAM H. STAUTBERG.

The knowledge of modern accounting methods and business science which I have acquired through a course of study at the St. Xavier College, Department of Commerce, has been of inestimable value to me in my present employment. I feel that my efficiency has been greatly increased, and that I owe a debt of gratitude to the College for training I have received. From a monetary viewpoint the tuition I paid was the best possible investment I could have made.

ALVIN A. WEBER.

COMMENCEMENT.

At the Commencement, the degree of Bachelor of Commercial Science was conferred upon Stanley A. Hittner, Howard F. Knobel, Frank Plagman (in Journalism) and Alvin Weber. Certificates for proficiency in Accounting or Journalism were granted to Carl J. Curranus, Charles D. Hugan, Francis J. Hines, William E. Stautberg, William E. Taske and Edward Yunker. The J. Dominic Cloud Gold Medal, for excellence in Accounting, was awarded to Alvin Weber and the Joseph Berning Gold Medal for excellence in Journalism was conferred upon Joseph Abel Jr. Valuable premiums presented by Callahan & Co. of Chicago and by W. H. Anderson & Co. of Cincinnati, were awarded to Benjamin Segal, Fred J. Lemker and Henry J. Oenbrink. The prize of fifty dollars in gold offered by Mr. Carl Dehoney, Manager of the Western & Southern Life Insurance Co., for proficiency in advertising and salesmanship, was awarded to Kenneth Chase and Robert H. Marschel in equal shares of twenty-five dollars, as they were equal in merit. These two gentlemen likewise won the Jesse Joseph Gold and Silver Medals for newspaper advertising layouts. Fred Bergwichten, Jr., Paul C. Nordling and Robert H. Marschel carried off the George Golde Trophies.

My salary has been increased more than 40 per cent since attending your school.—Frank G. Sander.

Reception to Graduates.

The St. Xavier Commerce Graduates Association gave a reception to the class of '17 on Friday evening, June 19th. Industrial films, musical selections, addresses and a luncheon were the principal numbers on the program.

Mr. E. F. Romer, President of the Cosmopolitan Bank & Savings Co., was the speaker of the evening. We were fortunate enough to obtain a verbal report of his inspiring address and feel sure that we are doing our students past, present and future, a great service by publishing it in extenso in this issue.

Prof. Moulton deeply impressed his hearers with an extemporaneous address in which he gave expression to highly scaled views of disinterestedness, of kindly helpfulness and encouragement, and loyal attachment to the College.

Prof. Brandel briefly outlined the work of the Graduates Association as planning in order to assist those who intend to take the state board examination for the degree of C. A. Stanley A. Hittner spoke in the name of the graduating class of '17, emphasizing the great advantages that he had derived from attending St. Xavier, and regret at parting with professors and students.

Father Rector's cordial words formed a fitting close for the last social gathering of the Commerce students, professors and graduates of St. Xavier for the year '17-'18.

The Class of '17.

The Senior Class of '17 left an indelible impression upon the memories of the members of the Faculty and their fellow student body of their fine days at our school during the past year. They were the leaders in all student activities and very successful leaders indeed. Never before had the Social League reached a higher degree of efficiency than during the year just closed. The success was due to the enterprise and energy displayed by the class of '17. Wherever and whenever there was a question of promoting the interests of the student body or the college they gave their loyal support. The reception in February, the banquet in May, the splendid social meetings throughout the year were the results of their enthusiasm and generous-hearted endeavor. We all feel proud to have been associated with them and confidently hope that a good number of them will return next year in order that the splendid spirit which they promoted may continue to prevail unabated at St. Xavier.
THE XAVERIAN NEWS

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"Ambition consists in having a definite goal, and the courage and willingness to utilize every possible aid to attain that goal—it means sacrifice and hard work—it means backbone nerve and gumption—it means sticking to a thing until you get there."

Do you think beyond your job? What are you doing to prepare yourself for the job higher up?

What are you worth? Put a value on yourself! Figure it out with pencil and paper. What are you doing to increase this value?

When leaving the banquet hall, Mr. Culkins remarked: "I have been observing these young men all evening, and I must say that though I have attended many similar gatherings, I have never been more favorably impressed than I was by these students of St. Xavier."

"Since I began compiling the things I learned in Mr. Mulford's class, our business has increased 100 percent," Mr. Fred Bergewisch, Jr., Mgr. Bergewisch & Co.

"If, as the Xaverian News states, I possess exceptional business ability, 50 per cent of it should be credited to Mr. Mulford and the other 50 per cent to eight years of hard work."

Frank E. Plogman, Edito-in-Chief, advertising and salesmanship is already getting reformed. It has had three predecessors—splendid classes of fine young fellows. Just to meet them and associate with them has been an inspiration. Looking back over the accomplishments of the past three years is a source of no little gratification.

Many who have quickly moved into the ranks of men of affairs were enrolled in these classes. Not a few pages in the story of success are chronicles of accomplishments of these former students—evidence of an ability to apply in their own business the experience of others.

The Class of 1917-18 will have to measure high to equal in spirit, confidence, and perseverance those whose good works form a cheerful recital. They surely will help.

We are confronted with a serious problem and we should put forth every ounce ot strength to win our battle against European corruption. We should not let ourselves be lured into a false sense of security.

Mr. Dixon declared the address of President Wilson on April 2 was a second Declaration of Independence, and showed that America has rights which cannot be trodden under foot with impunity.

W. C. Culkins, Executive Secretary of the Chamber of Commerce, paid tribute to St. Xavier College and pointed out the importance of business education in the present crisis.

"You are operating a training camp," he said. "For the commercial war that will come when the cannon cease their roaring and the poison gas blows away on the battlefield of Europe. While we continue over the byways of the men fighting on the other side and we must forget that their work would be useless but for business at home."

"It is said that it takes seven men at home to keep one man at the front, and so you may realize what is in store for the business men of the country when we are calling 10,000,000 fighters to the colors."

Mr. Culkins urged the elimination of waste, but not the elimination of business, and declared prosperity was more important in time of war than in time of peace. He said that the allies of today would not admit the bloodless battle of yesterday that is to follow the present conflict. He predicted that America's resources of men, money, mines and manufacturers would win the war for democracy. He declared that the war would change many things: the railroad and was practically running them as a national unit.

Joseph O'Meara responded to the toast "Our College and Its Spirit," and a number of other speeches were made. George W. Bode, President of the Social League, was toastmaster.

Come back next year and bring at least one new student with you.
ADDRESS
DELIVERED BY
EDWARD F. ROMER
AT RECEPTION GIVEN TO THE
CLASS OF '17.

The ancient worthies who first suggested the folly of carrying coals to Newcastle no doubt had in mind the day when hunger when a banker would accept the invitation of your preceding officer to address you on "any subject of current interest" which is a rather unlimited subject.

I am not reluctant to justify the wisdom of that worthy's foresight, because the acceptance of the invitation was the only excuse I could find to get here and being here, I expect to profit largely by your proceedings, however little you may gain from my impromptu participation in them.

THE GRADUATES.

The men who have completed their course, and for whom, as I understand it, this reception is being given, will sooner or later come to yourself a point in their careers. It is the time when they begin to put into actual practice the theory and fundamentals taught them. It may properly be said they now enter the college of experience. The valuable training received will aid in solving the many difficult problems to be encountered. However, your progress and success in this great college of experience will depend mainly on how well you know yourselves.

All are ambitious—some in a greater degree than others. It matters little how ambitious we are— it is imperative if we would succeed that we recognize at the outset that there are certain fundamental principles which govern the attainment of our ambition. They are not words of any human author, but are eternal. They exist in the very nature of things. They are the laws of nature—absolute harmony with which insure success. In so far as you live and work out of harmony with them you will fail.

It has ever been thus. One of these is the

LAW OF COMPENSATION. Being a natural law, it cannot be disregarded— it may be delayed temporarily, but eventually it will take effect. You cannot harbor ill thoughts without being punished—you cannot commit a crime without being detected. They exist in the very nature of things. They are the laws of nature—absolute harmony with which insure success. In so far as you live and work out of harmony with them you will fail.

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PERSONAL EFFICIENCY relates the story of a contest of swimming under the water. A boy was asked whether he intended to enter if assured of winning. He then was told to hold his breath and make the movements with his arms just as he made them in the water. He did and made sixteen strokes a minute. "Now you know you can hold your breath—you know by counting twenty-four strokes when the minute and a half will be up. Go into the water and swim full twenty-four strokes— it will not kill you—and you will win." He had accurate knowledge instead of guess work; he had a definite plan and fixed schedule and won. It was efficiency that won. In short, you must have knowledge and training, and from these two factors find short cuts.

Another important factor in attaining success is OPPORTUNITY. In an address before the Business Men's Club last fall, President Wilson, in referring to Opportunity, said: "It has been my observation that there are few if any great men, after all, if at some critical moment some certain thing had happened, or had not happened, they would not have been successful. The greatest example in American history is Lincoln—it was opportunity that made him and probably all others great."

I may not have quoted him verbatim, but it is substantially correct.

OPPORTUNITY. "Praise falsely written That I come but once to man In his short span of life. Such words the ruling sun Doth shine to light my way To visit every man, And say to him, This day is thine, This hour thy chance, The world's thy field, And thou the man To make the best of me. At thy right hand and all around Are things to do In better, simpler ways, That's Opportunity. In service, truth And confidence: I give thee Opportunity to do, and be Better than you did yesterday." Someone once said if opportunity does not come to you to opportunity, or if there is no opportunity, manufacture it. But unless you are ready for opportunity it will fail you. Read—be prepared—think before you act. Fear not disappointments— be determined; with clean morals, health, brains, enthusiasm and courage as assets you are assured of success. If you have them be thankful—if you do not possess them, acquire them.

Hundreds of men in the past, in the present and there will be in the future—who have started from the humblest origin with no "pull," but plenty of "push," stood out prominently as leaders of the great. Most successful men attribute the success solely to having had the good judgment to recognize Natural Laws and follow them.

Pagani died in 1840, and in his will bequeathed his loved Guarnerius violins to the City of Genoa, with the provision that it be well preserved. The world was shocked recently when it learned that although the violin was practically ruined by worms. Service would have saved—disse brought on were and dry rot.

You are a publicity agent of St. Xavier. Are you on the job?
THE UNIQUE IN CEMETARY MEMORIALS.

Truly unique, and abounding in wealth of mystery and romance, is this quaint monument carved from hard local granite that stands in a lonely forest of long since deserted private cemetery on a farm near Spring Lake, Ky., a quiet little village just a few miles distant from Cincinnati, Ohio. The cemetery is situated in the middle of a small pine woods—a secluded spot and very picturesque. Its interest is due both to its setting and to the fact that it stands where a small boy was killed in the Civil War.

The story of this incident is as follows: The boy was the son of a farmer named Devlin, who lived near the place where the monument stands. He was about sixteen years old, and had just returned from military service. As he was walking home one day, he was shot down by a stray bullet while crossing a field.

The monument itself is a simple structure, but it bears a number of inscriptions and a small plaque that reads: "In memory of O. Devlin, who died in battle, 1864-1870." It is said that the inscription was added later, after the boy's father had left the village.

The monument is now in a state of neglect, and the surrounding landscape has changed little since the boy's death. Thegesture power of the place is still evident, however, and many people make a pilgrimage to the site to pay their respects to the boy and to the memory of those who knew him.

The "Cemetary of the Valley" is a small, private cemetery located near the town of Spring Lake, Kentucky. It is one of several cemeteries in the area that are said to be haunted by ghosts and other supernatural phenomena. The cemetery is said to be the site of many unexplained events, including ghost sightings, strange noises, and other unexplained occurrences.

Among the most famous of these events is the story of a young girl who was said to have appeared to a group of children in the cemetery. The children were playing a game of hide-and-seek when they heard a voice calling them to come and play. They followed the voice to the monument, and there they found the girl, who was said to be the spirit of a young girl who had died there many years earlier. The children were so frightened by the experience that they never went back to the cemetery again.

The "Cemetary of the Valley" is not open to the public, and very little information about it is available. However, many people still believe in the legend of the haunted cemetery, and it remains a popular topic of discussion among residents and visitors alike.

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"A man is worth a dollar a day from his chin down, above that lies his fortune."

Are you a plodder, or are you paid for what you know? You may have the talents of an intellectual giant or a commercial wizard, but without practical training you will never develop that which lies dormant in you; training is more important than ambition.

**PREPARE NOW**

Our expert teachers (all standing high in their respective professions) are anxious to help you, to give you the advantages of their vast experience and technical knowledge. They are recognized authorities in one or more of the following subjects:

- Accounting
- Auditing
- Cost Accounting
- Banking
- Ethics
- Political Economy
- Business English
- Advertising
- Bookkeeping
- Salesmanship
- Public Speaking
- Business Law

The war has called thousands of young men from the commercial institutions of Cincinnati. Who will fill the better paying and more responsible positions they vacate? You will if you prepare; if you will invest a small portion of your time and energy studying at night.

**RECOGNIZE YOUR OPPORTUNITY! ENROLL NOW!**

We have helped others to advancement; we can help you. Consult us now. Write, call or phone.

**St. Xavier College**

**DEPARTMENT OF COMMERCE**

An organization to help you

Telephone Canal 2374 Seventh and Sycamore Streets

**REMEMBER THE DATES**

Friday, August 3, the Summer Course in Bookkeeping and Elementary Accounting begins. An opportunity to save a whole year.

The first step on the road to the profession of Accountancy.

Monday, September 10, to Saturday, September 15, Registration days.

Friday, September 14, meeting of Faculty and Students in Moeller Hall.

Monday, September 17, Opening of Classes.

Do your friends a favor: tell them about St. X.